

ORDER



Orders
Order / Rev: 47032
Alt Order #: 9782001 /Brad
Product Desc: AMER FOR PROSPERITY
Estimate: 478
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/03/12 / 08/15/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	32	\$18,325.00	\$15,576.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$18,325.00	\$15,576.25	0.00
Totals	32	\$18,325.00	\$15,576.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	27%	\$18,325.00
Market	100%	\$67,870.37

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$35,292.59
WHTM	10%	\$6,787.04
WLYH	0%	\$0.00
WPMT	11%	\$7,465.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/28/12	08/31/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF - -	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		3				\$200.00		0.00			
E 2	WHP	08/28/12	08/31/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF - -	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		3				\$200.00		0.00			
E 3	WHP	08/28/12	08/31/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF - -	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		3				\$250.00		0.00			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WHP	08/28/12	08/31/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- TWTF - -		2			\$950.00		0.00				
E 5	WHP	08/28/12	08/31/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- TWTF - -		3			\$1,000.00		0.00				
E 6	WHP	08/28/12	08/31/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	- TWTF - -	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- TWTF - -		3			\$300.00		0.00				
E 7	WHP	08/30/12	08/30/12	NFL PRS Game Steelers NFL PRS Game Steelers	CM	Various	- - - T - - -	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - T - - -		1			\$2,000.00		0.00				
E 8	WHP	08/31/12	08/31/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	- - - - F - -	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - F - -		2			\$1,250.00		0.00				
E 9	WHP	09/01/12	09/01/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	- - - - - S -	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S -		1			\$250.00		0.00				
E 10	WHP	09/01/12	09/01/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	- - - - - S -	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S -		1			\$250.00		0.00				
E 11	WHP	09/01/12	09/01/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	- - - - - S -	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S -		1			\$500.00		0.00				
E 12	WHP	09/02/12	09/02/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	- - - - - S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S		1			\$300.00		0.00				
E 13	WHP	09/02/12	09/02/12	Face the Nation Face the Nation	CM	1030a-1130a	- - - - - S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S		1			\$225.00		0.00				
E 14	WHP	09/02/12	09/02/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	- - - - - S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - - S		1			\$1,650.00		0.00				
E 15	WHP	09/03/12	09/03/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M - - - - -	:30	1	\$200.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M - - - - -		1			\$200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	WHP	09/03/12-09/09/12	M-F 5p-530p News		5p-530p	M - - - - -	:30	(\$200.00)	0.00	NM				
	See MG 16.2, 16.3 [Program Change]														
E 16	WHP	09/03/12	09/03/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M - - - - -	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	M - - - - -		1			\$200.00		0.00				

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E 16	WHP	09/03/12	09/03/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	09/03/12-09/09/12		M-F 530p-6p News		530p-6p	M-----	:30		(\$200.00)		0.00	NM		
See MG 16.2, 16.3 [Program Change]															
2	WHP	09/03/12-09/03/12		M-F 11p-1135p News			M-----	:30		\$300.00		0.00	NM		
Ⓜ MG for 15.1, 16.1 [MG within Flight]															
3	WHP	09/03/12-09/03/12		CBS This Morning			M-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 15.1, 16.1 [MG within Flight]															
E 17	WHP	09/03/12	09/03/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$250.00		0.00						
E 18	WHP	09/03/12	09/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$950.00		0.00						
E 19	WHP	09/03/12	09/03/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$1,000.00		0.00						
E 20	WHP	09/03/12	09/03/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M-----	1		\$300.00		0.00						
													Totals	32	\$18,325.00